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- 1. A method of marketing sports souvenir necklaces to sports fans of a sports team that has at least two team colors, comprising the steps of:
  - a) providing a necklace that is comprised of sports projectile shaped beads;
- b) closely spacing the projectile shaped beads at intervals upon the necklace and in sequentially spaced colored groups, wherein a first plurality of the beads are of a first team color and a second plurality of the beads are of a second team color;
  - c) marketing the necklace of steps (a) and (b) to the sports fans.
- 2. The method of claim 1, further comprising attaching one or more pendants to the necklace, wherein the pendant is larger than the sports projectile shaped beads.
- 3. The method of claim 1 wherein the sports projectile shaped beads are football-shaped beads.
- 4. The method of claim 1 wherein the sports projectile shaped beads are baseball-shaped beads.
- 5. The method of claim 1 wherein the sports projectile shaped beads are basketball-shaped beads.
- 6. The method of claim 1 wherein the sports projectile shaped beads are soccer ball-shaped beads.
- 7. The method of claim 1 wherein the sports projectile shaped beads are hockey puck shaped beads.
  - 8. A necklace made by the method of any preceding claim.
- 9. The method of claim 1 further comprising the step of attaching a pendant to the necklace that is colored with one of the team colors.
- 10. The method of claim 1 further comprising the step of attaching a pendant to the necklace that is colored with both of the team colors.
  - 11. The method of claim 9 wherein the pendant is a sports projectile shaped pendant.
  - 12. The method of claim 10 wherein the pendant is of a sports team logo shape.
  - 13. A necklace, comprising:
- a) a plurality of beads that are fastened together to define a necklace body, a majority of the beads having a sports projectile shape;
  - b) the beads comprising a plurality of alternating groups of differing colors,

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including at least a first group of adjacent beads of a first color and a second group of adjacent beads of a second color; and

- a pendant that is supported by the necklace body, the pendant displaying a plurality of colors including at least the first and second colors.
  - 14. The necklace of claim 13 wherein the beads are football shaped beads.
  - 15. The necklace of claim 13 wherein the beads are baseball shaped beads.
  - 16. The necklace of claim 13 wherein the beads are basketball shaped beads.
  - 17. The necklace of claim 13 wherein the beads are soccer ball shaped beads.
  - 18. The necklace of claim 13 wherein the beads are hockey puck shaped beads.
- 19. A method of marketing a souvenir of a sports team having at least two team colors to a sports fan, comprising the steps of:
- a) providing a souvenir in the form of a necklace body that includes multiple, spaced apart beads having a shape of a sports projectile, and a pendant that displays at least one of the team colors thereon and that is attached to the necklace;
- b) grouping the beads in colored groups of beads that alternate one team color for one group of beads with another team color for another group of beads;
  - c) marketing the souvenir necklace to a sports fan.
- 20. The method of claim 19 wherein each group of beads includes at least two beads of the same color.
- 21. The method of claim 19, further comprising attaching one or more pendants to the necklace, wherein the pendant is larger than the sports projectile shaped beads.
- 22. The method of claim 19 wherein the sports projectile shaped beads are football-shaped beads.
- 23. The method of claim 19 wherein the sports projectile shaped beads are baseball-shaped beads.
- 24. The method of claim 19 wherein the sports projectile shaped beads are basketball-shaped beads.
- 25. The method of claim 19 wherein the sports projectile shaped beads are soccer ball-shaped beads.
- 26. The method of claim 19 wherein the sports projectile shaped beads are hockey puck shaped beads.



- 27. A necklace made by the method of any preceding claim.
- 28. The method of claim 19 further comprising the step of attaching a pendant to the necklace that is colored with one of the team colors.
- 29. The method of claim 19 further comprising the step of attaching a pendant to the necklace that is colored with both of the team colors.
  - 30. A necklace, comprising:
- a) a necklace body that includes a string and a plurality of smaller sports projectile shaped beads directly molded to the string, the string having a length and a majority of the length having spaced apart sports projectile shaped beads;
- b) at least one larger sports projectile shaped bead being supported by the necklace body; and
  - c) wherein a plurality of the sports projectile shaped beads have simulated seams.
  - 31. The necklace of claim 30 wherein the beads are football shaped beads.
  - 32. The necklace of claim 30 wherein the beads are baseball shaped beads.
  - 33. The necklace of claim 30 wherein the beads are basketball shaped beads.
  - 34. The necklace of claim 30 wherein the beads are soccer ball shaped beads.
  - 35. The necklace of claim 30 wherein the beads are hockey puck shaped beads.
- 36. A method of marketing a souvenir of a sports team having at least two team colors to a sports fan, comprising the steps of:
- a) providing a souvenir in the form of a necklace body that includes multiple, spaced apart beads having a shape of a sports projectile, and a pendant that displays at least one of the team colors thereon and that is attached to the necklace;
- b) grouping the beads in colored groups of beads that alternate one team color for one group of beads with another team color for another group of beads;
  - c) marketing the souvenir necklace to a sports fan.
  - 37. A method of making necklaces, comprising the steps of: providing a mold of sports projectile shaped beads for a necklace; placing a string or other line or cord in the mold; supplying plastic to the mold;
- removing from the mold a necklace formed of sports projectile shaped beads direct-molded onto the string or other line or cord.

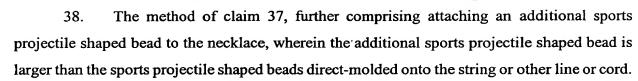
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39. The method of claims 37 or 38, wherein the sports projectile shaped beads are football-shaped beads.

- 40. The method of claims 37 or 38, wherein the sports projectile shaped beads are baseball-shaped beads.
- 41. The method of claims 37 or 38, wherein the sports projectile shaped beads are basketball-shaped beads.
- 42. The method of claims 37 or 38, wherein the sports projectile shaped beads are soccer ball-shaped beads.
- 43. The method of claims 37 or 38, wherein the sports projectile shaped beads are hockey-puck-shaped beads.
  - 44. A necklace made by the method of any one of claims 37-43.
  - 45. Apparatus for performing the method of any preceding claim.
  - 46. The invention(s) substantially as shown and/or described herein.